

Facebook Ads Case Study



The School Depot provides quality schoolwear, stationary, art supplies, educational products and a lot more.



THE SCHOOL DEPOT – DALA ART AGENTS CAMPAIGN

The campaign was focused on building a list of possible agents / representatives for their Dala arts product range. A Facebook campaign was chosen as the perfect place to target the correct audience through leveraging their native advertisements to drive traffic to the website.



GOALS

- Raise awareness of The School Depot's service offerings and their Dala Art products.
- Collection of a database of possible viable candidates to act as Dala Art agents to schools in 3 regions across South Africa.

AT A GLANCE

AGREED UPON KPI'S

- **Reach:** 30k – 60k
- **Clicks:** 300 – 1200

RESULTS

- **Reach:** 40,225
- **Clicks:** 2489
- **Landing Page Views:** 911
- **Applications:** 302



APPROACH

We ran a two-month website traffic campaign to leverage Facebook's precise targeting capabilities and accurate first-party data. Driving customers directly to a website landing page, they built a pipeline of possible candidates. This campaign had a miniscule budget of R4,000.00.

Defined campaign audience

- **Location:** All Towns covering Gauteng, Mpumalanga, North West Province.
- **Interests:** A multilayered approach to ensure the perfect audience.

Compelling creative was created to drive possible leads to action

This campaign achieved all its KPIs exceptionally, driving awareness of the products and brands and lead to representatives being onboarded for all the regions. This displayed the power of Facebook's native advertisement tools, and the efficacy of Facebook's B2C service offering.



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